

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

Application of IDEA Boardwalk, LLC d/b/a The
Social and Flirt Bar for a Casino Hotel Alcoholic
Beverage License

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ORDER
(Interim CHAB Authorization)
3333-01-093-001

By its Application, IDEA Boardwalk, LLC d/b/a The Social and Flirt Bar (“IDEA”), VRF #85497, Log # 27-73, seeks to obtain from the Division of Gaming Enforcement (“Division”) a Casino Hotel Alcoholic Beverage (“CHAB”) license as required to operate within the casino hotel facility of Revel Entertainment Group, LLC d/b/a Revel (“Revel”) at two (2) venues; The Social and Flirt Bar.

Upon review of the Application and upon review of the information obtained during the Division’s preliminary investigation to date, the Division has found IDEA preliminarily qualified to hold a CHAB license pending the conclusion of the Division’s investigation.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1 et seq.*, and pursuant to the Division’s authority to issue a CHAB license under *N.J.S.A. 5:12-103(a)*, I hereby ORDER that the request be granted and that IDEA be issued an interim CHAB authorization, number **3333-01-093-001**, with the following conditions:

1. IDEA is issued an interim CHAB authorization based upon the Division’s preliminary review of the applicant. At any time during the completion of the Division’s full review should IDEA be found by the Division to be unqualified

to hold a CHAB license, the interim authorization issued to IDEA will be revoked upon that determination.

2. At the conclusion of the Division's investigation of IDEA, the Division will issue a plenary CHAB license to IDEA upon a finding that IDEA is qualified to hold a CHAB license.
3. IDEA is authorized as a Type II (hotel) CHAB location in Revel as depicted on the architectural drawings submitted in connection with IDEA's license application. This entitles IDEA to sell alcoholic beverages by the glass or other open receptacle for on-premise consumption as well as to possess or store alcoholic beverages within its authorized bar locations for its two (2) venues: The Social, which venue is located on both the casino level (Revelry Level) and its upper level directly above the Revelry Level; and Flirt Bar, located on the Revelry Level. IDEA is also authorized for a Type V (storage) CHAB location at its alcoholic beverage storage area located on the loading dock level (Warehouse Level) of Revel as depicted on the architectural drawing submitted with its license application.
4. The Division reserves the right to suspend, limit, condition or revoke IDEA's interim CHAB authorization or to take any other actions authorized by and pursuant to *N.J.S.A. 5:12-109* and *129* in appropriate circumstances.
5. The Division retains the right to take any and all action authorized by the Casino Control Act regarding the suitability of IDEA to transact business with Revel including those vendors operating within that casino hotel.
6. IDEA shall not transfer any ownership interest, except between existing natural person or entity qualifiers, without first receiving prior written approval from the Division.
7. IDEA shall not enter into any management agreement, profit sharing agreement, franchise agreement or service agreement with any person or entity in connection with the operation of the premises without first receiving prior written approval from the Division.
8. IDEA shall not amend or assign its lease with Revel without first receiving prior written approval from the Division.
9. IDEA is to comply with the provisions of *N.J.S.A. 33:1-25* and *26*, *N.J.A.C. 13:2-14.5*, as well as *N.J.A.C. 13:69I-1.5*, *2.2* and *2.3* which pertain to employment eligibility in a licensed CHAB facility.
10. IDEA is to maintain on its premises at Revel an updated and current Employee Listing pursuant to *N.J.A.C. 13:69I-2.3(a)* and provide a copy of this listing to the

Division on the first day of each calendar quarter pursuant to *N.J.A.C. 13:69I-2.3(d)*. The listing must also be available for inspection upon request by staff of the Division.

11. IDEA must obtain all necessary approvals required by other governmental agencies prior to the sale of any alcoholic beverages. IDEA is also required to update and maintain any of these approvals as appropriate.
12. IDEA will comply with all requirements attendant to Type II CHAB authorization, pursuant to *N.J.S.A. 5:12-103g(2)*, with all requirements attendant to Type V authorization, pursuant to *N.J.S.A. 5:12-103g(5)* and *N.J.A.C. 13:69I-3.5*, and with all applicable alcoholic beverage laws and regulations of the Division and, as deemed applicable, the Division of Alcoholic Beverage Control.
13. IDEA will train its employees and implement procedures to insure that the service of alcoholic beverages on its authorized premises will be only to those patrons who are over the age of 21 and who are not actually or apparently intoxicated.
14. This Order will be effective only upon the full execution of any and all contract documents with AMG Boardwalk LLC and Revel, and the submission to the Division of all copies of said documents, including the lease agreements, assignments, and management agreements, provided by IDEA in its CHAB license application in furtherance of that application.

Dated: May 24, 2012


DAVID L. REBUCK
DIRECTOR